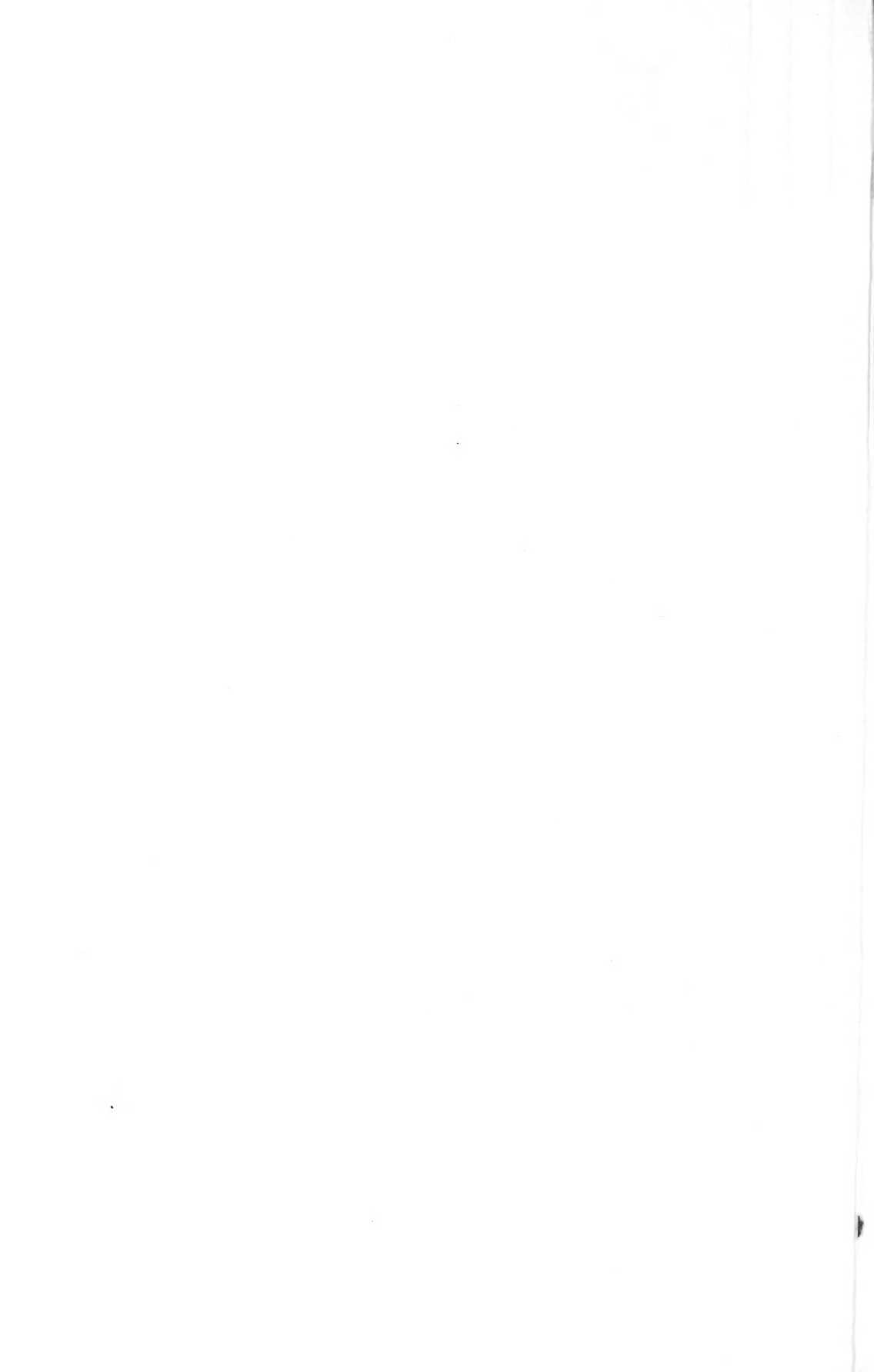
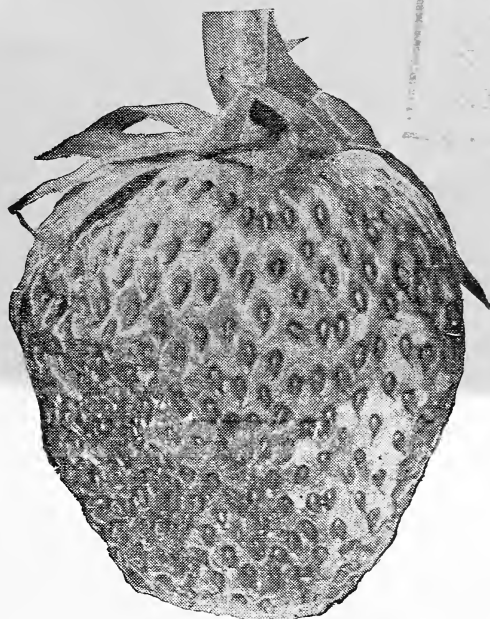


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





GIBSON

THE EVERGREEN FRUIT FARM

D. M. FLORY, PROP.

LOGANSPOUT, INDIANA

SPRING OF 1922

PURPOSE

The purpose of this little booklet is to announce that we are ready to serve our friends and patrons with hardy Gibson Strawberry plants—the most profitable strawberry grown.

We shall endeavor to concisely, yet adequately explain the superior qualities of the Gibson and the benefits to be derived from its cultivation.

Explanation of culture, a word about our experience and location and various reasons why the Gibson berry is unexcelled on the market or in the home, will be found in the following pages.

We guarantee the best possible plants for the lowest possible price.

We are not expending a great deal on an interesting and beautiful booklet to illustrate our product and thus we are enabled to give you the benefit of this saving.

FOREWORD

For more than thirty years we have been engaged in growing strawberries and other small fruits. In beginning we had several varieties to which we added more until we had in our plantations sixty or more varieties. We have gradually discarded all kinds except the Gibson, which in our long experience we have found to outyield and outsell all other varieties. In addition to this the Gibson possesses the qualities which make it a desirable berry for table or home use. It is the most profitable strawberry grown.

Several years ago when strawberries were selling for \$2.50 and \$3.00 per case of 24 quarts our net profit per acre was \$500.00. At present prices we have net more than double that profit.

The Evergreen Fruit Farm is located east of Logansport, Indiana, in Cass County midway between the Wabash and Eel Rivers. The climate and soil of this location enable us to grow strong, healthy and well-rooted plants which are essential to the successful growing of berries.

It may interest some to know that the Old Homestead Farm which adjoins us, is the home of the Original Banana Apple Tree—a heritage left by the late David Flory whose chief interest lay in the pursuit of horticulture.

The plants which we sell are grown in a dark sandy loam and grow for plants only. No plants are dug from old fruiting beds. One should use care and discretion in the selection of plants for much depends upon the right kind of plants. No matter how valuable your land, no matter how much you cultivate it, or no matter how much the sun shines on it or how much rain falls, no matter how much valuable time you give attending it, you have wasted time—and time is money—if in the first place you don't have the right kind of plants to put in the soil.

THE GIBSON BERRY

There is an enormous demand in all parts of the country for strawberries and you cannot overstock the market with the Gibson. 90% of the strawberries grown in this section of Indiana are the Gibson. They are more popular than any other variety for market or canning and table use.

The berries are large and of dark red color and extra fine appearance. Gibson commences to ripen with the second earlies and continues for a long season, making a heavy yield of fruit. The fruit is of uniform size and it holds its size to the end of the season. This is a distinguishing mark of the Gibson. The flavor of this berry is fine, being neither too sweet nor too sour, but just right for table or canning.

The plants are vigorous growers. They root deep which enables them to withstand the drought. The fruit stems are large and strong. The foliage is dark green and affords necessary protection for the fruit.

If you are going to grow only one variety of strawberries either for market or general purposes, choose the Gibson without any hesitation.

The Gibson is a perfect blossom plant or what is called a staminate variety.

STRAWBERRY CULTURE

SOIL: Select a rich piece of ground. If it isn't rich, make it rich by using well-rotted manure. Any soil that will produce a good crop of corn or potatoes, if sufficiently drained (either naturally or artificially) will produce a good crop of strawberries. A dark sandy loam is preferable for a strawberry patch, but strawberries are successfully grown on any kind of soil if it is fertilized and sufficient care is taken to retain moisture.

PLANTING: Spring is the proper time for planting in the northern states. (A good many plants are set in the fall, and with a reasonable amount of success, but the time for growing is not long enough to allow the plants to produce a crop of berries the first year, and the extra expense of cultivation and care does not pay for the outlay.) The plants should be set just as early as possible in the spring, in April for the northern states, and earlier if possible in the southern states. If possible, avoid planting on a dry windy day. If roots are somewhat dry, dip them in water. The plants should be set about 18 inches apart in the row and the rows three and one-half or four feet apart. This requires about 7,000 plants per acre.

CULTIVATION: Within a day or two after planting, shallow cultivation begins and continues until fall. It should be done once a week whenever the soil is in a suitable condition, and the hoe used as often as necessary to keep the weeds down. As soon as the blossom stock is large enough to permit of its being done, it should be pinched off. This gives the plant more vigor. The plants should not be allowed to mat too thickly. If there are too many runners some of them should be removed. The plants should be 3 or 4 inches apart in the row.

MULCHING: As soon as the ground is frozen mulching is applied. Almost any kind of a covering in the form of a litter will serve. Straw is one of the best materials. The covering should be about three inches thick before settling. This covering should not be disturbed in the spring except a part just over the rows. Enough is taken off to allow the plants to get through. Mulching is practiced not only to prevent the soil from freezing but to keep it from thawing and consequent heaving up plants when the soil freezes again. The mulching serves another service in keeping the soil moist and the berries clean when being harvested.

INSTRUCTIONS TO CUSTOMERS

When writing sign your name plainly. Be sure to give your post office, county and state clearly. We will acknowledge the receipt of your order promptly.

HOW TO SEND MONEY:—By check, bank draft, express money order, post office or registered letter.

CLAIMS:—If stock arrives in poor condition, have agent note same on express bill.

Our shipping facilities are: Wabash Ry., Pennsylvania Lines, Wabash Valley Union Traction and Indiana Union Traction Company.

ORDER NOW. Do not wait until you are ready to plant. Orders sent late in the season may not be filled. Send your order now. It will be carefully filed until you want it shipped.

Cash must accompany orders.

RESERVING ORDERS:—When purchasers wish stock to be reserved, they must pay one-third at the time of ordering.

INSPECTION:—A Certificate of Inspection from our state Entomologist and state Pathologist will be attached to each and every shipment of stock.

PRICE LIST

PER 12	PER 100	PER 500	PER 1000
\$0.25	\$0.85	\$2.50	\$5.00

First class one year old Concord Grapes \$0.12 each

Our plant bed is sprayed thoroughly before plants are taken out.

All plants are shipped the same day that they are dug.